CLAIMS

1. A display apparatus, comprising:

a display device including a display screen for displaying characters and/or graphics, wherein each of the characters and/or graphics contains a basic portion and a neighboring portion arranged in the vicinity of the basic portion; and

a control section for controlling the display device, wherein the control section sets a luminance level of the basic portion and a luminance level of the neighboring portion in accordance with the intensity of light for irradiating the display screen, and

the control section controls the display device so that the character and/or graphics are displayed on the display screen using the set luminance level of the basic portion and the set luminance level of the neighboring portion.

2. A display apparatus according to claim 1, wherein the control section corrects at least one of the luminance level of the basic portion and the luminance level of the neighboring portion in accordance with the intensity of light for irradiating the display screen.

3. A display apparatus according to claim 1, wherein the control section sets the luminance level of the neighboring portion so that the luminance level of the neighboring portion

5 is changed stepwise with an increase in a distance from the basic portion.

4. A display apparatus according to claim 1, wherein the control section sets the luminance level of the basic portion

10 and the luminance level of the neighboring portion based on luminance levels of a plurality of color elements.

5. A display apparatus according to claim 1, wherein the display screen contains a plurality of pixels;

15 each of the plurality of pixels contains a plurality of subpixels; and

each of the plurality of subpixels is associated with one of a plurality of color elements.

20 6. A display apparatus according to claim 5, wherein the basic portion and the neighboring portion are assigned the plurality of subpixels.

7. A display apparatus according to claim 1, further

comprising:

a light irradiation section for irradiating the display screen with light,

wherein the control section sets the luminance level

5　　of the basic portion and the luminance level of the neighboring portion in accordance with the intensity of light to be emitted from the light irradiation section to the display screen.

8. A display apparatus according to claim 7, wherein the

10　　control section sets the luminance level of the basic portion and the luminance level of the neighboring portion in accordance with the on or off state of the light irradiation section.

15　　9. A display apparatus according to claim 7, wherein the control section sets the luminance level of the basic portion and the luminance level of the neighboring portion in accordance with an irradiation level indicating the intensity of light to be emitted from the light irradiation section

20　　to the display screen.

10. A display apparatus according to claim 1, further comprising a light irradiation section for irradiating the display screen with light, wherein:

the display device includes a display medium and a reflection section;

the light irradiation section is disposed at a rear of the display medium;

5 the control section switches between a transmission mode in which light to be emitted from the light irradiation section is transmitted through the display medium when the light irradiation section is on, and a reflection mode in which light incident from a front of the display medium and

10 transmitted through the display medium is reflected by the reflection section when the light irradiation section is off; and

the control section sets the luminance level of the basic portion and the luminance level of the neighboring

15 portion in accordance with the transmission mode or the reflection mode.

11. A display apparatus according to claim 1, further comprising:

20 a memory section for storing a plurality of correction pattern tables indicating the luminance level of the basic portion and the luminance level of the neighboring portion,

wherein the control section selects one of the plurality of correction pattern tables in accordance with

the intensity of light for irradiating the display screen, and sets the luminance level of the basic portion and the luminance level of the neighboring portion in accordance with the selected correction pattern table.

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12. A display apparatus according to claim 11, wherein the plurality of correction pattern tables are dependent on the intensity of light for irradiating the display screen.

10   13. A display apparatus according to claim 7, further comprising:

an input section for setting the intensity of light to be emitted from the light irradiation section.

15   14. A display apparatus according to claim 1, further comprising:

an input section for inputting information related to a viewer viewing the display device.

20   15. A display apparatus according to claim 14, wherein the viewer-related information includes at least one of information related to the viewer's age, information related to the viewer's eye condition, and information related to the viewer's preference.

16. A display control method for displaying characters and/or graphics on a display screen, wherein each of the characters and/or graphics contains a basic portion and a neighboring
5   portion arranged in the vicinity of the basic portion, the method comprising the steps of:

setting a luminance level of the basic portion and a luminance level of the neighboring portion in accordance with the intensity of light for irradiating the display
10   screen; and

displaying the character and/or graphics on the display screen using the set luminance level of the basic portion and the set luminance level of the neighboring portion.

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17. A display control method according to claim 16, wherein the setting step includes correcting at least one of the luminance level of the basic portion and the luminance level of the neighboring portion in accordance with the intensity
20   of light for irradiating the display screen.

18. A display control method according to claim 16, wherein the setting step includes setting the luminance level of the neighboring portion so that the luminance level of the

neighboring portion is changed stepwise with an increase in a distance from the basic portion.

19. A display control method according to claim 16, wherein the setting step includes setting the luminance level of the basic portion and the luminance level of the neighboring portion based on luminance levels of a plurality of color elements.

20. A display control method according to claim 16, wherein the display screen contains a plurality of pixels;

each of the plurality of pixels contains a plurality of subpixels; and

each of the plurality of subpixels is associated with one of a plurality of color elements.

21. A display control method according to claim 16, further comprising the step of:

setting the intensity of light to be emitted from a light irradiation section to the display screen,

wherein the step of setting the luminance levels includes setting the luminance level of the basic portion and the luminance level of the neighboring portion in accordance with the set intensity of light to be emitted

from the light irradiation section to the display screen.

22. A program for displaying characters and/or graphics on a display screen, wherein each of the characters and/or graphics contains a basic portion and a neighboring portion arranged in the vicinity of the basic portion, the program instructing a computer to execute the steps of:

setting a luminance level of the basic portion and a luminance level of the neighboring portion in accordance with the intensity of light for irradiating the display screen; and

displaying the character and/or graphics on the display screen using the set luminance level of the basic portion and the set luminance level of the neighboring portion.

23. A recording medium, storing a program for displaying characters and/or graphics on a display screen, wherein each of the characters and/or graphics contains a basic portion and a neighboring portion arranged in the vicinity of the basic portion, the program instructing a computer to execute the steps of:

setting a luminance level of the basic portion and a luminance level of the neighboring portion in accordance

with the intensity of light for irradiating the display screen; and

displaying the character and/or graphics on the display screen using the set luminance level of the basic portion and the set luminance level of the neighboring portion.

24. A display apparatus, comprising:

a display device including a display screen for displaying characters and/or graphics, wherein each of the characters and/or graphics contains a basic portion and a neighboring portion arranged in the vicinity of the basic portion; and

a control section for controlling the display device,

wherein the control section sets a luminance level of the basic portion and a luminance level of the neighboring portion in accordance with information related to a viewer of the display device, and

the control section controls the display device so that the character and/or graphics are displayed on the display screen using the set luminance level of the basic portion and the set luminance level of the neighboring portion.

25. A display apparatus according to claim 24, wherein the control section corrects at least one of the luminance level of the basic portion and the luminance level of the neighboring portion in accordance with the viewer-related information.

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26. A display apparatus according to claim 24, wherein the viewer-related information includes at least one of information related to the viewer's age, information related to the viewer's eye condition, and information related to

10   the viewer's preference.

27. A display apparatus according to claim 24, wherein the control section sets the luminance level of the neighboring portion so that the luminance level of the neighboring portion

15   is changed stepwise with an increase in a distance from the basic portion.

28. A display apparatus according to claim 24, wherein the control section sets the luminance level of the basic portion

20   and the luminance level of the neighboring portion based on luminance levels of a plurality of color elements.

29. A display apparatus according to claim 24, wherein the display screen contains a plurality of pixels;

each of the plurality of pixels contains a plurality of subpixels; and

each of the plurality of subpixels is associated with one of a plurality of color elements.

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30. A display apparatus according to claim 29, wherein the basic portion and the neighboring portion are assigned the plurality of subpixels.

10   31. A display apparatus according to claim 24, further comprising:

a memory section for storing a plurality of correction pattern tables indicating the luminance level of the basic portion and the luminance level of the neighboring portion,

15   wherein the control section selects one of the plurality of correction pattern tables in accordance with the viewer-related information, and sets the luminance level of the basic portion and the luminance level of the neighboring portion in accordance with the selected correction pattern

20   table.

32. A display apparatus according to claim 24, further comprising:

an input section for inputting the viewer-related

information.

33. A display control method for displaying characters and/or graphics on a display screen, wherein each of the characters and/or graphics contains a basic portion and a neighboring portion arranged in the vicinity of the basic portion, the method comprising the steps of:

setting a luminance level of the basic portion and a luminance level of the neighboring portion in accordance with information related to a viewer of the display screen; and

displaying the character and/or graphics on the display screen using the set luminance level of the basic portion and the set luminance level of the neighboring portion.

34. A display control method according to claim 33, wherein the setting step includes correcting at least one of the luminance level of the basic portion and the luminance level of the neighboring portion in accordance with the viewer-related information.

35. A display control method according to claim 33, wherein the viewer-related information includes at least one of

information related to the viewer's age, information related to the viewer's eye condition, and information related to the viewer's preference.

5   36. A display control method according to claim 33, wherein the setting step includes setting the luminance level of the neighboring portion so that the luminance level of the neighboring portion is changed stepwise with an increase in a distance from the basic portion.

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37. A display control method according to claim 33, wherein the setting step includes setting the luminance level of the basic portion and the luminance level of the neighboring portion based on luminance levels of a plurality of color

15   elements.

38. A display control method according to claim 33, wherein the display screen contains a plurality of pixels;
        each of the plurality of pixels contains a plurality

20   of subpixels; and
        each of the plurality of subpixels is associated with one of a plurality of color elements.

39. A display control method according to claim 33, further

comprising the step of:

inputting the viewer-related information.

40. A program for displaying characters and/or graphics on a display screen, wherein each of the characters and/or graphics contains a basic portion and a neighboring portion arranged in the vicinity of the basic portion, the program instructing a computer to execute the steps of:

setting a luminance level of the basic portion and a luminance level of the neighboring portion in accordance with information related to a viewer of the display screen; and

displaying the character and/or graphics on the display screen using the set luminance level of the basic portion and the set luminance level of the neighboring portion.

41. A recording medium, storing a program for displaying characters and/or graphics on a display screen, wherein each of the characters and/or graphics contains a basic portion and a neighboring portion arranged in the vicinity of the basic portion, the program instructing a computer to execute the steps of:

setting a luminance level of the basic portion and

a luminance level of the neighboring portion in accordance with information related to a viewer of the display screen; and

displaying the character and/or graphics on the display screen using the set luminance level of the basic portion and the set luminance level of the neighboring portion.